


COVID-19 Discussion with Texas Library Staff

Mark Smith, State Librarian
Gloria Meraz, Assistant State Librarian
Katherine Adelberg, Manager, Continuing
Education and Consulting

April 2, 2020



1

Introductions


 Mark Smith, State Librarian


 Gloria Meraz, Asst. State Librarian


 Katherine Adelberg,
CEC Manager


 Naomi DiTullio,
Distance Learning


 Cindy Fisher,
Digital Inclusion


 Kyla Hunt,
Library Management



 Henry Stokes,
Library Technology


 Laura Tadena,
Inclusive Services



2


Mark Smith, State Librarian



Libraries as community anchors

In times of crisis, libraries can promote a sense of:

- Safety
- Self--and community--efficacy
- Connectedness
- Calming
- Hope



3

Mark Smith, State Librarian



Libraries can take these actions:

- Develop and provide materials with coping tips and self-care facts
- Direct people to resources that provide authoritative information
- Disseminate information that promotes social connectedness, calming, and hope
- Provide guidance about building resilience

From: U.S. Dept. of Veteran Affairs, PTSD: National Center for PTSD
https://www.ptsd.va.gov/covid/COVID_providers_comm_leaders.asp



4

Mark Smith, State Librarian



Among the questions we are hearing:

- "How can we effectively serve people who do not have devices?"
- "What can we do to help small businesses recover?"

Get acquainted with the Coronavirus Aid, Relief, and Economic Security Act (CARES)

- Funding for small business development
 - For more information, search for "SBA CARES Act"
- Funding for library-based programs
 - TSLAC will be providing more information as we have it



5

Gloria Meraz, Asst. State Librarian



TSLAC Approach

- Calm, factual, and direct
- Speak to all our audiences, understand crisis communication is processed more slowly and is more easily subject to misinterpretation
- Demonstrate how we are balancing safety priorities, service needs, and expectations of governing authorities
- Show solidarity and certainty in what we know - our commitment to our public and staff
- Be up front about the need for flexibility
- Be comfortable with what we don't know and reassure that we will deal with evolving situation
- Messaging broadly to the public while providing customized messaging for particular audiences
- Update frequently
- On all fronts – using all our communications platforms to reach people in multiple ways

TSLAC Activities

- General messaging: <http://www.tsl.texas.gov/services>
- Resources and updates for specific audiences
- Connecting
- Showcasing the good – great services and resources
- TSLAC Facebook boosted post: "Can't go to the library? The library can come to you!"



6

Thank you!

We are looking forward to connecting at
the regional conversations!

Mark Smith director.librarian@tsl.texas.gov, (512) 463-6856
Gloria Meraz director.librarian@tsl.texas.gov, (512) 463-5460
Katherine Adelberg kadelberg@tsl.texas.gov, (512) 463-5475
Naomi DiTullio nditullio@tsl.texas.gov, (512) 936-2586
Cindy Fisher cfisher@tsl.texas.gov, (512)-463-4855
Kyla Hunt khunt@tsl.texas.gov, (512) 936-4449
Henry Stokes hstokes@tsl.texas.gov, (512) 463-6624
Laura Tadena ltadena@tsl.texas.gov, (512) 463-5465